

# MEGAFORCE SETS THE STAGE FOR GROWTH IN HONG KONG

Leveraging its Hong Kong regional headquarters, the Germany-based company aims to become the global leader of staging solutions.

Since its establishment in Germany in 1992, stage-construction specialist Megaforce has been providing solutions for some of the largest events across Europe. In 2018, it expanded its presence to Asia by serving as one of the long-term stage providers for Clockenflap Music & Arts Festival, Hong Kong's biggest international outdoor music and arts festival. Since then, Megaforce has grown steadily in the region while helping boost Hong Kong's mega event economy.

## Hong Kong: Asia's Mega Event Capital

"When it comes to mega events in Asia, Hong Kong has always been one of the top destinations," says Megaforce CEO Michael Brombacher. "We wanted to bring our European knowledge and standards for stage construction to this region, and that's why we came," he added.

Megaforce's high-quality stage systems are rigorously maintained by a seasoned in-house engineering team and are certified by Germany's Technischer Überwachungsverein — the Technical Inspection Association — which is globally recognised as the gold standard for safety, quality and technical integrity. The company also offers highly flexible modular stage solutions that can be adapted for events of different sizes.



In particular, the compact variation of Megaforce's Neptune stage system is especially well suited for the growing number of small and medium-sized event venues that are opening across Hong Kong, Brombacher said.

## Vibrant Ecosystem Powers Megaforce's Expansion

Speaking of Hong Kong's vibrant ecosystem for live entertainment, Brombacher said that the Kai Tak Sports Park presents a new frontier of opportunities. Additionally, Hong Kong's robust logistics infrastructure and free-port status make it easy for Megaforce to deploy its stage systems to other countries across Asia. The city's international reputation also attracts major events, talent as well as visitors from all across the world, making it the perfect base to fuel Megaforce's expansion into neighbouring markets, including China and ASEAN countries.

Since expanding to Hong Kong, Megaforce has benefitted greatly from the support of InvestHK, Brombacher said. Aside from helping with the initial operational setup, the InvestHK team also provided marketing and

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**MICHAEL BROMBACHER**  
CEO  
Megaforce

networking assistance that have allowed Megaforce to gain a strong foothold in this market.

"Our vision is to establish Megaforce Stages as the best solution for large festivals, individual shows and international tours globally," Brombacher said. "Through strategic expansion and our commitment to excellence, we aim to consolidate and further develop our position as a leading provider of staging solutions on a global scale."

## Megaforce

- Megaforce was founded in Germany in 1992. It currently has a market presence in Europe, Asia and Latin America
- It set up its regional headquarters in Hong Kong in 2025
- Its Neptune stage system is already in operation in Asia and has been used for major events, including Clockenflap Music & Arts Festival in Hong Kong

[megaforce-international.com](http://megaforce-international.com)



Photo credit: Clockenflap Music & Arts Festival